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NDA CONTINUES TO BUILD MOMENTUM FOR NEBRASKA AGRICULTURAL EXPORTS WITH HONG KONG VISIT

LINCOLN – Nebraska Department of Agriculture (NDA) Director Greg Ibach is furthering the state's efforts to increase exports of Nebraska meat products with a promotional trip to Hong Kong Oct. 27-29.

"This trip provides us the opportunity for two important objectives," said Ibach. "We will continue to foster our customer relationships in one of Nebraska's top meat export markets, Hong Kong. At the same time we are hopeful that at some point China will lift its ban on U.S. beef exports, and we want to make sure they look at Nebraska as their top exporter. Hong Kong could be an important pathway into the Chinese marketplace."

Joining Ibach on the trip is Dawn Caldwell, a cattle producer from Edgar, Nebraska, who serves on the Nebraska Beef Council. The Council is providing partial funding for Hong Kong promotional activities.

"As a cattle producer I want to meet face to face with some of our best customers to gain knowledge about how we can continue to provide them with quality beef products from Nebraska," said Caldwell. "Understanding the consumer market in Hong Kong will support our efforts to serve our customers."

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Meetings and events planned during the trip include:

- A “chef’s table” promotional event intended to maintain current client relationships and build new clients. It is to be attended by Hong Kong representatives of major restaurants, hotels and grocery stores. An acclaimed chef will prepare beef from Nebraska for a first-hand tasting experience.
- Discussions with the executive chef and food and beverage manager of Hong Kong Disneyland to increase the offerings of Nebraska beef and pork at the resort, which hosts visitors from all across Southeast Asia.
- A meeting with representatives from several food importers in Southeast Asia.
- Briefing with members of the American Consulate in Hong Kong and members of the U.S. Meat Export Federation Asian staff to discuss further development of the Asian marketplace for beef and pork from Nebraska, as well as explore specific export opportunities for Nebraska in the Chinese marketplace.

“The food export market is getting tight, and this is the time to stay aggressive in promoting Nebraska meat products,” said Ibach. “Nebraska currently is the number one supplier of American beef to Hong Kong, and we want to keep our place. We also will be showcasing a series of videos that we have translated into Chinese as part of our international communications initiative.”

The series of four customized videos promote beef from Nebraska by telling the story of the people, resources and expertise behind the cattle that are raised in the state from pasture to plate.

In 2014, Hong Kong was the second largest importer of Nebraska beef with exports reaching more than \$239 million.

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The videos may be viewed on the NDA YouTube page found at: <https://www.youtube.com/user/NeDeptAg>.